

## Bell Canada brings phones to Saudi Arabia



*Computer systems have been a valuable aid in streamlining telecommunications administration at Saudi Telephone. The data processing centre, developed by Bell Canada International as part of its operations and management contract with the Saudi Ministry of Post, Telegraph and Telephone, is one of the largest and most advanced in the Middle East.*

Despite the problems facing world economies, telecommunications continues to be an expanding industry; forecasts indicate that world telecommunications growth will be 7 per cent annually over the next four years compared to less than 3 per cent for world-wide general economic growth.

This forecasted growth can be seen as the result of advanced nations changing to information societies and the realization by developing and newly-industrialized nations that well-managed telecommunications infrastructure is imperative for long-term economic well-being.

For Bell Canada International (BCI), a wholly-owned subsidiary and the world-wide consulting and project management arm of Bell Canada Enterprises Inc., such a forecast signifies an opportunity to earn an important share of the telecommunications market.

On May 2, BCI signed a \$1.6-billion five-year contract with the Ministry of Post, Telegraph and Telephone (PTT) of the Kingdom of Saudi Arabia. The contract is supported by an Export Development Corporation (EDC) insurance policy which is the largest in the corporation's history. The agreement follows a previous five-year contract for \$1.1 billion which was signed in 1978 by Bell Canada and Saudi Arabia and which was also sup-

ported by an EDC insurance policy.

BCI, since its establishment in 1976, has undertaken major projects in more than 50 countries on six continents. In 1982, it was actively engaged in 55 projects in 28 countries with new projects launched in Latin America, the Caribbean, the United States, the Far East and Africa.

### Largest project

The largest continuing project is in Saudi Arabia and it calls for the provision of advice, assistance, and technical and managerial expertise to Saudi nationals to facilitate the development and operation of the national telephone system.

Bell Canada, under the first five-year contract, carried out the largest-ever managerial undertaking in the history of the telecommunications industry, providing personnel in such fields as installation, repair and maintenance, plant, engineering, traffic, rates, accounting, finance, medical, purchasing and a wide variety of operating and staff management. In effect, Bell Canada, working closely with the existing staff of the PTT's telephone administration, created a completely new telephone organization. During that period, the number of working telephones increased to 725 000 from 126 000; switching capacity grew to 1.1 million lines from fewer than 200 000; international calls increased to 2.3 million a

month from fewer than 100 000; and the number of public coin telephones increased from zero to 3 600. In addition to the expansion of the telephone system, Bell also established the management of the system which is being continued under the new contract.

Bell at present has about 650 Canadians in management positions in Saudi Arabia under the previous contract and will add about 100 more as a result of the new one. Also, employment in Canada for about 100 support persons will be created.

There are currently several hundred Saudis working in management positions and the emphasis under the new contract will be to train Saudis for virtually all such positions in Saudi Telephone in order that Saudi Arabia's ultimate goal of managerial self-sufficiency can be achieved.

## New toxicology centre

Ontario's Ministry of the Environment has announced the creation of a Centre for Toxicology in co-operation with the University of Guelph and the University of Toronto. A total of \$10 million will be committed to the project by the province's Board of Industrial Leadership and Development (BILD).

The centre, with a headquarters office in Guelph, Ontario, is designed to provide long-term toxicological research into the human risks associated with toxic materials in the environment. The proposed programs of the centre will include analytic and testing services, cellular and molecular toxicology, epidemiology, environmental and food-chain dynamics, and professional training.

The centre is expected to require up to \$25 million of capital funds. The two universities will be looking for support from the private sector to add to the \$20 million which the provincial and federal governments are providing for this new program.

A toxicology centre was proposed under the BILD program in 1981 as a related and complementary initiative to a centre for biotechnology. The latter, Allelix Inc., is located in Mississauga, Ontario and is a joint venture with Labatts, the Canada Development Corporation and the Ontario government.

Toxicology refers to the science of poisons and their impact on living systems. Approximately 100 000 man-made chemicals are now in use.